

ORDER



Orders
Order / Rev: 339122
Alt Order #: 06829966
Product Desc: DEAN HELLER
Estimate:
Flight Dates: 08/29/12 - 09/04/12
Original Date / Rev: 06/26/12 / 06/26/12
Order Type: GENERAL

KTNV - Las Vegas

Primary AE: Anjanette Brady
Sales Office: PPH
Sales Region: NAT

Agency
Name: Strategic Media Services
Buying Contact:
Billing Contact:
 3299 K Street NW
 Washington, DC 20007

Billing Type: Cash
Billing Calendar: Broadcast
Billing Cycle: EOM/EOC
Agency Commission: 15%

Advertiser
Name: Heller/R/Senate
Demographic: A35+
Product Codes: PL State Senate
Priority: P-01
Revenue Codes: AGY-TRANS, POL CAND, CAND

New Business Thru:
Order Separation: 00:10:00
Advertiser External ID:
Agency External ID:

Bill Plan

Start Date	End Date	# Spots	Gross Amount	Net Amount
08/27/12	09/04/12	69	\$24,550.00	\$20,867.50

Totals

Month	# Spots	Gross Amount	Net Amount	Rating
September 2012	69	\$24,550.00	\$20,867.50	0.00
Totals	69	\$24,550.00	\$20,867.50	0.00

Account Executives

Account Executive	Sales Office	Sales Region	Start Date / End Date	Order %
Anjanette Brady			Start Of Order - End Of Order	100%

Order Share

	Share	Total
KTNV - Las Vegas	20%	\$24,550.00
Market	100%	\$122,750.00

Competitive Share

	Share	Total
CABLE	0%	\$0.00
KBLR	0%	\$0.00
KELV	0%	\$0.00
KFBT	0%	\$0.00
KHDF	0%	\$0.00
KINC	0%	\$0.00
KLAS	35%	\$42,962.50
KLVS	0%	\$0.00
KMCC	0%	\$0.00
KSNV	22%	\$27,005.00
KTUD	1%	\$1,227.50
KVMY	4%	\$4,910.00
KVVU	15%	\$18,412.50
KVWB	0%	\$0.00
LV1	0%	\$0.00
UNKWN	3%	\$3,682.50

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
E 1	KTNV	08/29/12	08/31/12	M-F 5-6am Action News	CM	M-F 5-6a (5:00 AM-5:30 AM)	--W-F--	:30	2	\$150.00	P-01	0.00	NM	2	\$300.00

KTNV - Las Vegas

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KTNV - Las Vegas

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
E 13	KTNV	08/29/12	08/31/12	The Chew 12p-1p M-F 12p-1p	CM	12p-1p -- WTF--	:30	3	\$300.00	P-01	0.00	NM	3	\$900.00
CHEW														
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		08/27/12	09/02/12	-- WTF--				3	\$300.00		0.00			
E 14	KTNV	09/03/12	09/04/12	The Chew 12p-1p M-F 12p-1p	CM	12p-1p MT-----	:30	2	\$300.00	P-01	0.00	NM	2	\$600.00
CHEW														
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		09/03/12	09/09/12	MT-----				2	\$300.00		0.00			
E 15	KTNV	08/29/12	08/31/12	3p Millionaire 3p Millionaire	CM	M-F 3P-330P -- WTF--	:30	3	\$200.00	P-01	0.00	NM	3	\$600.00
MILLIONAIRE														
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		08/27/12	09/02/12	-- WTF--				3	\$200.00		0.00			
E 16	KTNV	09/03/12	09/04/12	3p Millionaire 3p Millionaire	CM	M-F 3P-330P MT-----	:30	2	\$200.00	P-01	0.00	NM	2	\$400.00
MILLIONAIRE														
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		09/03/12	09/09/12	MT-----				2	\$200.00		0.00			
E 17	KTNV	08/29/12	08/31/12	Judge Judy 4p-5p Judge Judy 4p-5p	CM	M-F 4P-5P -- WTF-- (4:00 PM-4:30 PM)	:30	3	\$250.00	P-01	0.00	NM	3	\$750.00
JUDGE JUDY														
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		08/27/12	09/02/12	-- WTF--				3	\$250.00		0.00			
E 18	KTNV	09/03/12	09/04/12	Judge Judy 4p-5p Judge Judy 4p-5p	CM	M-F 4P-5P MT----- (4:00 PM-4:30 PM)	:30	2	\$250.00	P-01	0.00	NM	2	\$500.00
JUDGE JUDY														
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		09/03/12	09/09/12	MT-----				2	\$250.00		0.00			
E 19	KTNV	08/29/12	08/31/12	Judge Judy 4p-5p Judge Judy 4p-5p	CM	M-F 4P-5P -- WTF-- (4:30 PM-5:00 PM)	:30	3	\$250.00	P-01	0.00	NM	3	\$750.00
JUDGE JUDY														
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		08/27/12	09/02/12	-- WTF--				3	\$250.00		0.00			
E 20	KTNV	09/03/12	09/04/12	Judge Judy 4p-5p Judge Judy 4p-5p	CM	M-F 4P-5P MT----- (4:30 PM-5:00 PM)	:30	2	\$250.00	P-01	0.00	NM	2	\$500.00
JUDGE JUDY														
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		09/03/12	09/09/12	MT-----				2	\$250.00		0.00			
E 21	KTNV	08/29/12	08/31/12	M-F 5-5:30p Action News @ 5p	CM	M-F 5-5:30p -- WTF--	:30	3	\$350.00	P-01	0.00	NM	3	\$1,050.00
NEWS														
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		08/27/12	09/02/12	-- WTF--				3	\$350.00		0.00			
E 22	KTNV	09/03/12	09/04/12	M-F 5-5:30p Action News @ 5p	CM	M-F 5-5:30p MT-----	:30	2	\$350.00	P-01	0.00	NM	2	\$700.00
NEWS														
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		09/03/12	09/09/12	MT-----				2	\$350.00		0.00			
E 23	KTNV	08/29/12	08/31/12	M-F 6-7p Action News	CM	M-F 6-7p -- WTF-- (6:00 PM-6:30 PM)	:30	3	\$500.00	P-01	0.00	NM	3	\$1,500.00
NEWS														
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		08/27/12	09/02/12	-- WTF--				3	\$500.00		0.00			
E 24	KTNV	09/03/12	09/04/12	M-F 6-7p Action News	CM	M-F 6-7p MT----- (6:00 PM-6:30 PM)	:30	2	\$500.00	P-01	0.00	NM	2	\$1,000.00
NEWS														
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		09/03/12	09/09/12	MT-----				2	\$500.00		0.00			
E 25	KTNV	08/29/12	08/31/12		CM	M-F 6-7p -- WTF--	:30	3	\$500.00	P-01	0.00	NM	3	\$1,500.00

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Ln	Ch	Start	End	Inventory Code	Break	Start/End Time Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
M-F 6-7p Action News (6:30 PM-7:00 PM) NEWS <u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> <u>Rate</u> <u>Rating</u> Week: 08/27/12 09/02/12 -- WTF-- 3 \$500.00 0.00														
E 26	KTNV	09/03/12	09/04/12	M-F 6-7p Action News	CM	M-F 6-7p (6:30 PM-7:00 PM)	:30	2	\$500.00	P-01	0.00	NM	2	\$1,000.00
NEWS <u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> <u>Rate</u> <u>Rating</u> Week: 09/03/12 09/09/12 MT----- 2 \$500.00 0.00														
E 27	KTNV	08/29/12	08/31/12	M-F 7:30-8p Millionaire	CM	M-F 730-8p -- WTF--	:30	3	\$350.00	P-01	0.00	NM	3	\$1,050.00
MILLIONAIRE <u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> <u>Rate</u> <u>Rating</u> Week: 08/27/12 09/02/12 -- WTF-- 3 \$350.00 0.00														
E 28	KTNV	09/03/12	09/04/12	M-F 7:30-8p Millionaire	CM	M-F 730-8p MT-----	:30	2	\$350.00	P-01	0.00	NM	2	\$700.00
MILLIONAIRE <u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> <u>Rate</u> <u>Rating</u> Week: 09/03/12 09/09/12 MT----- 2 \$350.00 0.00														
E 29	KTNV	08/29/12	08/31/12	M-F 11-11:35p Action News	CM	M-F 11-11:35p -- W- F--	:30	2	\$850.00	P-01	0.00	NM	2	\$1,700.00
LATE NEWS <u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> <u>Rate</u> <u>Rating</u> Week: 08/27/12 09/02/12 -- W- F-- 2 \$850.00 0.00														
E 30	KTNV	09/03/12	09/03/12	M-F 11-11:35p Action News	CM	M-F 11-11:35p M-----	:30	1	\$850.00	P-01	0.00	NM	1	\$850.00
LATE NEWS <u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> <u>Rate</u> <u>Rating</u> Week: 09/03/12 09/09/12 M----- 1 \$850.00 0.00														
E 31	KTNV	09/01/12	09/02/12	Sat-Sun 6-7a Action News	CM	Sat-Sun 630-7a (6:30 AM-7:00 AM)	:30	2	\$350.00	P-01	0.00	NM	2	\$700.00
KTNV 630A <u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> <u>Rate</u> <u>Rating</u> Week: 08/27/12 09/02/12 -----SS 2 \$350.00 0.00														
E 32	KTNV	09/02/12	09/02/12	Sun 6-7p Action News	CM	Sun 6-7p (6:00 PM-6:30 PM)	:30	1	\$350.00	P-01	0.00	NM	1	\$350.00
KTNV SUN <u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> <u>Rate</u> <u>Rating</u> Week: 08/27/12 09/02/12 -----S 1 \$350.00 0.00														
Totals													69	\$24,550.00